

COURSE DESCRIPTION

Target Value Design (TVD) is how design teams learn to focus on delivering exactly what the customer or client wants, no more and no less. By creating a high performing team and using workshop tools to develop “Conditions of Satisfaction” and “Added Value Incentives” – one can set the course for Target Value Design.

Prerequisite: Completed Lean Yellow Belt Certificate – Office or Operations. This training is an enhancement to the Lean Green Belt Certificate Training Program.

PROGRAM OBJECTIVES

- ✓ **Learn the value of Target Value Design through case studies**
- ✓ **Understand the factors that contribute to higher construction pricing and waste and the good habits that can mitigate higher costs**
- ✓ **Learn how a collaborative, values-driven team contributes to Target Value Design**
- ✓ **See how costing a project is different in Target Value Design**

PROGRAM STRUCTURE

| MODULE | LEARNING OUTCOMES | HOURS |
|--|---|-------|
| Module 1: Short History of TVD | | |
| Learn how Target Value Design was first used by Glenn Ballard and how value is derived from the client/owner. | <ul style="list-style-type: none"> • Learn about the development of TVD and general principles for its application. • Understand the key factors required to implement TVD and the barriers to its success. | 2 |
| Module 2: Tools for TVD | | |
| Creating the right team environment and providing the team with the right tools for Target Value Design is key to its successful implementation. | <ul style="list-style-type: none"> • Identify the characteristics of a highly functional team. • Learn about how to develop the Conditions of Satisfaction and Added Value Incentives list. • Determine what scope/elements to test cost and value through Target Value Design | 2 |

LEAN GREEN BELT CERTIFICATE ENHANCEMENT: TARGET VALUE DESIGN

| Module 3: Characteristics of TVD | | |
|---|--|--------|
| Analyze and explain phenomena associated with TVD. | <ul style="list-style-type: none">Learn the surprising phenomena observed in TVD such as expected costs going down as the design is developed, control of scope creep, and reduction of contingencies in construction costing/estimates. | 2 |
| Module 4: Case Study & Application | | |
| Review a case study of TVD in practice then apply principles to a real-world problem / scope of work. | <ul style="list-style-type: none">Observe a case study that demonstrates the value in Target Value Design and apply principles / tools to a real-world project of the student's choosing. | 2 |
| Total Instructional Hours: | | 8 hrs. |

EVALUATION

| | |
|---|------|
| Attendance and participation in group discussions | 40% |
| TVD Final Assignment | 60% |
| TOTAL | 100% |

PROGRAM DELIVERY

This course is delivered through a variety of activities including instructor-led sessions, group discussions, audio/visual presentations, and case-study / application to real-world project.

PRICE

\$500 per student

INSTRUCTOR



Shafraaz Kaba is an architect who thrives on designing architecture that is ecologically aware. His work at Manasc Isaac Architects focuses on the development of buildings that strive for net-zero energy and carbon-emission reducing goals.

Over the last 20 years, he has made significant contributions to the design and cultural landscape of Edmonton, mainly through founding Media Architecture Design Edmonton (MADE). Shafraaz has been involved with the Canadian Green Building Council Alberta Leadership Board and the Lean Construction Institute of Canada.